

# SIRENA YACHTS

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## Virage Yachts announced as exclusive UK dealer for Sirena Yachts

- Sirena Yachts partners with Virage Yachts for exclusive UK representation
- Sirena 48, Sirena 48 Coupe and Sirena 60 ideal for touring UK waters
- Sirena Yachts' comfort, exploration capabilities and high-performance set to impress UK owners

Leading Turkish yacht builder Sirena Yachts has appointed Virage Yachts as its exclusive UK dealer, strengthening its presence in a key European market.

Ross Donohoe, International Sales Manager at Virage Yachts – who has over two decades' worth of experience under his belt – anticipates that the Sirena 48, the Sirena 48 Coupe and the recently-unveiled Sirena 60 will be particularly well-received amongst UK buyers.

Donohoe says: *“For those seeking to explore UK waters with enhanced comfort, capability, and performance, Sirena yachts present the ideal solution, perfectly suited to both experienced owners and those entering the motor yacht market for the first time.”*

*He continues: “We are honoured to have been appointed as the official UK dealer for Sirena Yachts. This partnership strengthens our long-standing relationship with this dynamic Turkish shipyard, renowned for its exceptional build quality, innovation, and efficiency. We are excited to introduce the first Sirena 48 to the UK at the 2026 Swanwick Boat Show, marking the beginning of a new chapter for the brand in this market.”*

Ali Onger, Chief Commercial Officer at Sirena Marine, says: *“With the announcement of our new dealer, the future is looking bright for Sirena Yachts in the UK. Our instinct is that many UK owners are going to appreciate the impressive volume and comfort of our boats, whilst also being technology-led and appreciating the technical capabilities of our boats – perhaps even as owner operators themselves.”*

The news comes hot on the heels of the debut of the Sirena 60 at the Cannes International Boat Show in September. Well-received at the show, the Sirena 60 represents the natural evolution of Sirena's successful Sirena 58, benefiting from an extended swim platform, a refined hull design which reduces its environmental impact and enviable long-range cruising capabilities.

In addition, the Sirena 48 is set to make its UK debut at both the Swanwick and Southampton Boat shows next year.

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